BRAND CORE VALUES

STEP 1

On the next page, you'll find a list of core values. Go through the list and circle every value that represents your brand. Remember to choose values that are true to YOU and YOUR brand, not your competitors. Think long term about your values. Will these withstand the test of time for your business?

STEP 2

Now that you have circled all the values that apply to your brand, it's time to narrow down. A more focused idea of your values will help you get specific about your brand and what it stands for. List the six most important values and rank them in order of importance. Then write a few sentences about what each value represents.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

Abundance
Acceptance
Accessibility
Accountability
Accuracy
Activeness
Adaptability
Adventure
Affection
Ambition
Appreciation
Approachability
Attention to detail
Balance
Beauty
Belonging
Bravery
Capability
Care
Change
Charity
Clarity
Cleanliness
Collaboration
Comfort
Commitment
Communication
Compassion
Confidence
Connection
Consistency
Control
Cooperation
Courage
Craftiness
Craftsmanship
Creativity
Credibility
Curiosity
Customer satisfaction
Customer-centric
Daring
Dedication
Dependability
Determination
Devotion
Dignity
Diligence
Discovery
Discretion
Diversity
Dreams
Drive
Duty
Eagerness
Ease of use
Economy
Education
Effectiveness
Elegance
Empathy
Empowering
Energy
Engagement
Enjoyment
Entertainment
Enthusiasm
Entrepreneurship
Environment
Equality
Evolution
Excellence
Excitement
Exhilaration
Expertise
Exploration
Fairness
Faith
Family
Fame
Fascination
Fearlessness
Firmness
Fitness
Flexibility
Focus
Freedom
Freshness
Friendship
Fun
Generosity
Genius
Genuineness
Goodwill
Gratitude
Growth
Hard work
Harmony
Health
Heart
Heroism
History
Honesty
Honour
Hope
Humility
Humor
Imagination
Impact
Individuality
Innovation
Insight
Inspiration
Integrity
Intelligence
Intimacy
Intuition
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Liveliness
Logic
Longevity
Love
Loyalty
Mastery
Mindfulness
Motivation
Neatness
Optimism
Organisation
Originality
Partnership
Passion
Patience
Peace
Perception
Performance
Persistence
Personal development
Playfulness
Popularity
Positivity
Potential
Power
Precision
Pride
Privacy
Productivity
Professionalism
Progress
Purity
Quality
Recognition
Reflection
Relationships
Reliability
Resilience
Resourcefulness
Respect
Responsibility
Safety
Satisfaction
Security
Sharing
Simplicity
Sincerity
Skill
Speed
Spontaneity
Stability
Strength
Success
Support
Sustainability
Talent
Teamwork
Thoughtfulness
Tolerance
Trust
Truth
Understanding
Uniqueness
Unity
Value
Variety
Virtue
Vision
Warmth
Welcoming
Wonder

DREAM CUSTOMER

HOW OLD IS YOUR DREAM CUSTOMER? (MAXIMUM RANGE OF 10 YEARS)

CHOOSE THEIR GENDER

WHAT IS THEIR PROFESSION?

WHAT IS HER/HIS CURRENT LIFESTAGE? MARRIED? KIDS?

WHAT IS HER/HIS SOCIOECONOMIC STATUS?

WHERE DOES THIS PERSON SHOP OR HANG OUT?

WHAT ARE 2-3 VALUES OR BELIEFS THIS PERSON HOLDS DEARLY?

WHERE DOES HE/SHE LIVE?

WHERE CAN SHE/HE BE FOUND ONLINE? WHAT PLATFORMS?

WHAT PAINPOINT OR PROBLEM IS SHE/HE LOOKING TO ANSWER?

WHAT INITIALLY ATTRACTS HIM/HER TO YOUR BRAND? WHERE DOES SHE/HE FIND YOU?

POSITIONING STATEMENT

A positioning statement is a concise description of your target market as well as a compelling picture of how you want that market to perceive your brand. Though it may read like something from your promotional materials, your positioning statement is an internal tool. Every product and marketing decision you make regarding your brand has to align with and support your positioning statement. A good positioning statement is a guidepost for your marketing efforts. It helps you maintain focus on your brand and its value proposition while you work on market strategy and tactics.

POSITIONING STATEMENT CHECKLIST:

1. It is simple, memorable, and tailored to the target market.
2. It provides an unmistakable and easily understood picture of your brand that differentiates it from your competitors.
3. It is credible, and your brand can deliver on its promise.
4. Your brand can be the sole occupier of this particular position in the market. You can "own" it.
5. It helps you evaluate whether or not marketing decisions are consistent with and supportive of your brand.
6. It leaves room for growth.

_____ **IS FOR** _____

BRAND NAME — TARGET CUSTOMERS

WHO WANT _____

STATEMENT OF NEED

FROM _____**. UNLIKE** _____**,**

MARKET CATEGORY — COMPETITIVE SET

_____ **IS THE ONLY BRAND OFFERING THAT**

BRAND NAME

_____

BRAND PROMISE

BECAUSE _____**.**

REASON TO BELIEVE

COMPETITIVE ANALYSIS

Who are the major competitors in your industry? If your ideal client doesn't happen to come across your brand, who would he/she find instead?

The goal here is not to copy or mimic your competitors but to get a layout of your competitve landscape in order to determine what sets you apart so we can highlight those strengths in your branding strategy.

Please list 3 LOCAL competitors and 3 NATIONAL competitors in the table below. Then list 2-3 sentences explaining why customers should choose you instead.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

CREATIVE DIRECTION

Good design elicits emotion and connects your ideal clients to something familiar in order to establish trust and understanding even in their first reactions with you. We will use color psychology, creative imagery, and other design elements to foster this connection.

IF YOUR BRAND WAS A SEASON, WHAT SEASON WOULD IT BE?

ie: winter, summer, spring, fall

WHAT COLOR REPRESENTS THIS SEASON TO YOU? WHY?

ie. yellow reminds me of all the local aspens in our area

WHAT "VIBE" DO YOU WANT YOUR BRAND TO HAVE? IN OTHER WORDS, IF YOUR BRAND WERE A PERSON, WHAT ARE THREE CHARACTER TRAITS YOU WOULD USE TO DESCRIBE THIS PERSON?

ie. beachy, modern, boho, clean, feminine, friendly, a jokester, etc

ARE THERE ANY SPECIFIC ILLUSTRATIONS OR IMAGES THAT COME TO MIND THAT YOU FEEL WOULD ADEQUATELY REPRESENT YOUR BRAND?

ie. the sun, hands, a daisy, house, guitar

ARE THERE ANY LOCAL LANDMARKS YOU WANT TO INCORPORATE INTO YOUR DESIGN? IF SO, WHAT AND WHY?

ie. the local pier, an iconic mountian outline

ARE THERE ANY BRANDS YOU ADMIRE FOR THEIR STYLE?

Hint: they don't have to be related to your industry